



04- C -0705

## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
TEL (404) 330-6100

April 14, 2004

President Cathy Woolard and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell St., S.W.  
Atlanta, Georgia 30303

**RE: Civil Service Board Appointment**

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint Haniff Jackson to serve as a member of the Civil Service Board for the City of Atlanta. This appointment is for a **term of three (3) years**.

I am confident that Haniff Jackson will serve the Civil Service Board with integrity and dedication.

Sincerely,



Shirley Franklin

# Haniff Maurice Jackson

1280 West Peachtree St., Apt. 1210, Atlanta, GA 30309 • Work: (404) 347-8436 • Cell: (201) 736-2498 • hjackson@gaa-llc.com

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## WORK EXPERIENCE

- 10/02 - Present      **GLOBAL ASSET ALTERNATIVES, LLC**      Atlanta, GA  
*Senior Analyst*
- Responsible for the research, due diligence, and monitoring of investment opportunities in both the real estate and hedge fund asset classes.
  - Responsible for the financial modeling on all company wide strategic transactions.
  - Designed the due diligence platform for the real estate group.
  - Helped design and test the quantitative due diligence models currently used by the hedge fund research group.
  - Helped research, structure, write, and edit "Real Estate Investing for the Affluent Investor", a book written by Dennis Pemberton, CEO of Global Asset Alternatives.
- 04/02 - 08/02      **NATIONAL FOOTBALL LEAGUE PLAYERS ASSOCIATION**      Washington, D.C  
*Intern, Retired Players*
- Worked on ad-hoc projects in the retired players group to gain exposure in the sports industry.
- 07/99 - 08/01      **SALOMON SMITH BARNEY**      New York, NY  
*Financial Analyst, Investment Banking Division, Financial Institutions*
- Created financial models to analyze the impact of mergers and acquisitions, private placements, and IPO's.
  - Played active role in acquiring potential transactions; including, searching for potential deals, creating presentations, participating in client meetings, drafting sessions, term sheet negotiations, due diligence, and road shows.
  - Coordinated daily with Capital Markets, Private Equity, M&A, and client deal teams.
  - Provided industry research and a variety of market analysis for clients.
- Specific Transaction Closings Include:*
- Maximus Capital Holdings, Ltd. \$500 million Private Placement.
  - Sale of Ecoverage.com technology assets to General Motors Corporation.
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## EDUCATION

- MOREHOUSE COLLEGE**      Atlanta, GA  
*Bachelor of Arts Degree in Business Administration, May 1999.*
- Member of Morehouse Business Association.
  - Member of Morehouse Pre-Alumni.
  - INROADS honor roll, interned from 1997-1999.
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## SKILLS AND ACHIEVEMENTS

- Business/Finance** Financial Modeling • Business Plan Writing • Market Research • Security and Company Valuation • M&A Analysis • Comparable Company Analysis • Bloomberg • Research Database Products (Investex, FactSet, First Call, SDC, and Primark) • Hedge Fund Analysis (Pertrac) • Real Estate Fund Analysis • Ibbotson
- Entrepreneurship** • Co-founded **NEXJOURNAL, LLC** in January 2000. (*Never Fully Launched*)
- Helped Invent and develop a revolutionary business model in the publishing industry.
  - Conducted extensive market research, built comprehensive financial models, and wrote complete executive summaries and business plans.
  - Formed the initial management team and recruited a high-profile Board of Advisors.
  - Engaged in fundraising and partnership negotiations.
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## PERSONAL

- Conversant in **Spanish**.
- Traveled to **Sydney, Australia** prior to the 2000 Olympic Games.
- Member of **United Way's Volunteer Involvement Program**.
- Interests include photography, traveling, philosophy, and sports.

04-C-0705

(Do Not Write Above This Line)

First Reading

Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_  
Referred To \_\_\_\_\_

FINAL COUNCIL ACTION

☐ 2nd ☐ 1st & 2nd ☐ 3rd  
Readings  
☐ Consent ☐ V Vote ☐ RC Vote

CERTIFIED

A COMMUNICATION  
BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING  
HANIFF JACKSON AS A MEMBER  
OF THE CIVIL SERVICE BOARD  
FOR A TERM OF THREE (3) YEARS.  
EFFECTIVE UPON  
COUNCIL CONFIRMATION.

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

- ☐ CONSENT REFER  
☐ REGULAR REPORT REFER  
☐ ADVERTISE & REFER  
☐ 1st ADOPT 2nd READ & REFER  
☐ PERSONAL PAPER REFER

Date Referred 4/19/2004

Referred To: F/E & C.O.C.

Date Referred

Referred To:

Date Referred

Referred To:

MAYOR'S ACTION